



Megan Hackney <megan.hackney@lacity.org>

Re: media request re: Veronica, from Atlas Obscura

1 message

Megan Hackney <megan.hackney@lacity.org>
To: Norma Isahakian <norma.isahakian@lacity.org>

Wed, Jan 24, 2018 at 6:29 PM

Think it's funny she quoted me on something I didn't actually say. Oh well.

Sent from my iPhone

On Jan 24, 2018, at 4:26 PM, Norma Isahakian <norma.isahakian@lacity.org> wrote:

Good job Megan.

Sent from my iPhone

On Jan 24, 2018, at 2:55 PM, Megan Hackney <megan.hackney@lacity.org> wrote:

Sent from my iPhone

Begin forwarded message:

From: Cara Giaimo <cara@atlasobscura.com>
Date: January 24, 2018 at 2:36:33 PM PST
To: Megan Hackney <megan.hackney@lacity.org>
Subject: Re: media request re: Veronica, from Atlas Obscura

Thanks Megan, I appreciate it! Here's the article if you'd like to see it: <https://www.atlasobscura.com/articles/vermonica-los-angeles-streetlight-art-controversy>

On Wed, Jan 24, 2018 at 1:35 PM, Megan Hackney <megan.hackney@lacity.org> wrote:

Hi Cara,

Thanks for reaching out. I've inserted the Bureau's responses below:

1. Why was *Vermonica* removed from its original location, and why was its present location chosen?

Vermonica was located on private property, and the agreement for the art piece was scheduled to be one year. A few months ago, the shopping center where it was located contacted the Bureau and advised that the streetlights needed to be removed, due to scheduled renovation of the center and potential ADA issues. Our Field Operations office is one block away from the original Veronica site, so we decided it would be the safest place to temporarily move the streetlights given the short time frame we had to work with. This location is owned by the City, we could determine the placement of the lights (which we kept in the same order as the original Veronica), and the poles could be put up immediately

without worry of being damaged by stacking them in the yard until a permanent location could be found.

2. Do you know if there is a reason that the artist, Sheila Klein, wasn't notified at the time?

Since we were working on a short deadline we organized to move the poles quickly so they would not be destroyed. Communication with the artist is being coordinated through the City's Cultural Affairs Dept.

3. At least one person I've talked to has expressed the opinion that by moving the piece, the city has "destroyed" it. Sheila Klein [has also written](#) that the piece as it stands now is "no longer *Vermonica*." I am guessing this was not the Bureau's intention, especially as it was so involved in the piece's original creation! So I wanted to ask if you have a response to this.

The City was notified that the piece was going to be destroyed if we did not relocate them. Since they were on private property the City has no jurisdiction to stop the removal of the lights and therefore had to relocate them. The final location of the piece and new name will be resolved by the artist.

4. Is the Bureau involved with plans for the future of the streetlights?

The City is working with Ms. Klein to help find a new home and plan for *Vermonica*. Once that process is done, I'm sure the Bureau will help with the new installation, just as we did with the original piece.

Thanks,
Megan

On Tue, Jan 23, 2018 at 4:23 PM, Cara Giaimo <cara@atlasobscura.com> wrote:

Hi Megan,

My name is Cara, and I'm a reporter for [Atlas Obscura](#). I'm working on a story about the relocation of *Vermonica*. I've spoken with people who have strong feelings about the way the situation was handled, and I wanted to make sure I gave the the Bureau of Street Lighting a chance to weigh in. Here is what I'd like to know:

1. Why was *Vermonica* removed from its original location, and why was its present location chosen?

2. Do you know if there is a reason that the artist, Sheila Klein, wasn't notified at the time?

3. At least one person I've talked to has expressed the opinion that by moving the piece, the city has "destroyed" it. Sheila Klein [has also written](#) that the piece as it stands now is "no longer *Vermonica*." I am guessing this was not the Bureau's intention, especially as it was so involved in the piece's original creation! So I wanted to ask if you have a response to this.

4. Is the Bureau involved with plans for the future of the streetlights?

My deadline is tomorrow morning, so if it's at all possible to send me answers this afternoon, I would really appreciate it! And if it's easier to do this over the phone, please feel free to call me at [508-561-4665](tel:508-561-4665).

Thanks very much!
Cara

--

staff writer, [Atlas Obscura](#) // (508) 561-4665 // [@cjgiaino](#)

--

*Assistant Director
Bureau of Street Lighting
(213) 847-2070*

--

staff writer, [Atlas Obscura](#) // (508) 561-4665 // [@cjgiaino](#)